

# **The Space Place: A Leveraged Outreach Program for Earth and Space Science Missions**

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## *Abstract*

A small portion of the budget for every NASA mission must be devoted to education and public outreach. The question is, how can projects best leverage these funds to create high-quality products and activities – and how can these products and activities get disseminated to the largest and most appropriate audiences?

This session will describe the approach taken by a small outreach team for NASA's New Millennium Program (NMP). The team's approach has been two-fold: develop a highly desirable suite of products designed to appeal to, as well as enlighten, the target audience; then negotiate relationships with existing channels for dissemination of these products. Starting with NMP missions as the base of support, the team has invited participation by other missions, NASA-wide. This approach has resulted in a richer and broader message, and has allowed the continuing development of the audience base.

The suite of NMP outreach products and activities are called "The Space Place." Aimed at audiences of different ages, the Space Place teaches the principles behind science and technology in space exploration. Space Place develops articles, games, displays, and hands-on activities, uses formal and informal educational venues, and teams with national institutions to educate and entertain. All other media used serve as a gateway to the Space Place web site, which is the focus of the effort and showcases the breadth and scope of NASA's missions.

This panel session will provide an overview of the entire effort and will examine the Space Place from several different perspectives.

Space Place Components: Overview by Nancy Leon, Space Place "PI"

Earth-Customer Perspective: How participation in the Space Place supported and augmented existing outreach efforts on SRTM

Space-Customer Perspective: A SMEX project on a shoestring budget got a big impact start on outreach.

Museum Partner Perspective: What the Space Place museum display does for a partner museum.

Web Site Viewpoint and Feedback: Basic philosophy behind this unique site. Results of the demographic database on the site. Other feedback.